DEPARTMENT OF HEALTH & HUMAN SERVICES

Substance Abuse and Mental Health Services Administration

Center for Mental Health Services
Center for Substance Abuse Prevention
Center for Substance Abuse Treatment
Rockville MD 20857

Dear ***National Alcohol and Drug Addiction Recovery Month*** Supporter:

This year, no doubt due to your relentless efforts, we are pleased to be celebrating the 20th anniversary of ***National Alcohol and Drug Addiction Recovery Month (Recovery Month)***. We at the Substance Abuse and Mental Health Services Administration (SAMHSA) and the Center for Substance Abuse Treatment (CSAT) are thrilled to be involved in such an important cause that benefits so many people in our Nation.

Our 20th anniversary is an important milestone and one we recognize with great urgency. Every year, millions of Americans need treatment and recovery support for a substance use disorder, not to mention the countless families, friends, colleagues, and others who suffer when a loved one is plagued with this disease.

Fortunately, the tools we have at our disposal and can pass on to you can help fight addiction and educate more people about the importance of treatment and recovery support. In the 20 years ***Recovery Month*** has been in existence, the manner in which we receive information has drastically changed. The 2009 theme, ***"Join the Voices for Recovery: Together We Learn, Together We Heal,"*** emphasizes the need to use all available resources, both in our communities and on the Internet, to educate people about the disease of addiction, seek help, and heal.

The enclosed planning toolkit exemplifies this vision, with easy-to-use fact sheets that work seamlessly with ***Recovery Month***'s Web site at ***www.recoverymonth.gov***. The materials found here and on the Web site will assist you to plan events and include methods to garner community support and media attention for your efforts. Please see the enclosed flyer titled, "How to Use this Toolkit and the ***Recovery Month*** Web Site," for more information on how to best use these resources.

SAMHSA/CSAT is fortunate to have your support and dedication to this important campaign. By continuing to educate our communities about the necessity of treatment and recovery, you are doing our country a great service.

Sincerely,

Eric B. Broderick, D.D.S., M.P.H.
Acting Administrator
Assistant Surgeon General

H. Westley Clark, M.D., J.D., M.P.H., CAS, FASAM
Director
Center for Substance Abuse Treatment

Enclosures

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Center for Mental Health Services
Center for Substance Abuse Prevention
Center for Substance Abuse Treatment
Rockville MD 20857

RECEIVED
JUL 14 2009
CITY OF LAFAYETTE

Dear Colleague:

National Alcohol and Drug Addiction Recovery Month (Recovery Month) is celebrating its 20th year of observance this September. This year's theme, "*Join the Voices for Recovery: Together We Learn, Together We Heal*" emphasizes the need to use all available resources, both in our communities and on the Internet, to educate people about the disease of addiction, seek help, and heal. It also celebrates those who have worked to advance the treatment and recovery landscape. ***Recovery Month*** is designed to help people understand there is hope and that help for alcohol and drug use disorders is effective and available.

According to the 2007 National Survey on Drug Use and Health, published by the U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration (SAMHSA), 23.2 million persons aged 12 or older (9.4 percent of persons aged 12 or older) needed treatment for an illicit drug or alcohol use problem. Of these, 15.5 million were dependent on or abused alcohol but not illicit drugs, 3.7 million were dependent on or abused illicit drugs but not alcohol, and 3.2 million were classified with dependence on or abuse of both alcohol and illicit drugs.

In 2007, 3.9 million persons aged 12 or older (1.6 percent of the population) received some kind of treatment for a problem related to the use of alcohol or illicit drugs. Unfortunately, there are millions more in need of treatment but who are either unable or unwilling to receive it for a variety of reasons. Luckily, there is a wide range of services available to reduce the problem of addiction.

Health care, addiction treatment and recovery services for those in need is a national health priority. In the past several years, steps have been taken to help expand treatment capacity and recovery support services in our country. To help increase the number of available treatment options, SAMHSA is leading the Access to Recovery initiative, a consumer-driven approach for obtaining treatment and sustaining recovery through a State-run voucher program. Working with all levels of government, communities, businesses and society as a whole, SAMHSA is working to create a healthcare system that both embraces and understands the need for more drug and alcohol treatment services.

SAMHSA, the Federal ***Recovery Month*** coordinator, partners with other public sector entities, national and local coalitions, and other organizations to develop a ***Recovery Month*** activities toolkit, as well as other special events held throughout the Nation during the month of September. For your review and use, we have enclosed a copy of the 2009 toolkit.

How to Use This Toolkit and the *Recovery Month* Web Site

There are many ways you can use the ***National Alcohol and Drug Addiction Recovery Month (Recovery Month)*** toolkit – available both in an abbreviated printed form and online with additional components at *http://www.recoverymonth.gov*.

This fact sheet will explain what is available in the printed toolkit and what you can find online, as well as give you tips on how to best use each element. The three sections of the toolkit – "Media Outreach," "Targeted Outreach," and "Resources" – will help you plan your events, reach key audiences in your community, and offer resources to help people.

Media Outreach

The "Media Outreach" section offers tips and tools for planning and promoting your ***Recovery Month*** activities. Available exclusively online, this section includes template media materials that you can customize for local outreach to newspapers and TV and radio stations, as well as other outlets. You can learn how to use these online tools to help expand your activities' reach. On the ***Recovery Month*** Web site at *http://www.recoverymonth.gov*, you will find:

- **Promotional Event Ideas and Publicity Tips** – Helps you plan both in-person and online events and publicize them throughout your community.
- **Media Tips: Connecting With the Media** – Provides an overview of this year's theme, ***"Join the Voices for Recovery: Together We Learn, Together We Heal,"*** and prepares you for media interviews.
- **Developing a Media Advisory and Press Release** – Offers guidance and templates to develop these crucial media materials.
- **Official Proclamations** – Gives tips for what content to include in a proclamation – an official notice from a government official to raise awareness about an issue – and provides a template to follow along with instructions for recruiting an official.
- **Promoting *Recovery Month* With Public Service Announcements** – Presents ideas for distributing live-read public service announcements (PSAs) and ways to promote pre-recorded ***Recovery Month*** PSAs in your community.
- **Drafting and Submitting an Op-Ed** – Outlines how to write and submit an op-ed, which is placed opposite the editorial page of your local newspaper, and includes a template to follow.
- **Letterhead and Logos** – Further customize your outreach materials by printing them on your organization's letterhead or copying them onto the **camera-ready letterhead** provided onine. You also can add the ***Recovery Month*** logo to any materials that you produce.

Targeted Outreach

The "Targeted Outreach" section offers audience-specific information about how substance use disorders, treatment, and recovery influence various groups. In the printed toolkit, as well as online, we have provided brief fact sheets with top-line information. You can either use these summaries or the longer versions of each piece available at *http://www.recoverymonth.gov* to reach your community. We also have included ideas on to how to distribute each part of this section.

LAFAYETTE
SETTLED 1848 — INCORPORATED 1968

CITY COUNCIL
Don Tatzin, Mayor
Brandt Andersson, Vice Mayor
Mike Anderson, Council Member
Carl Anduri, Council Member
Carol Federighi, Council Member

PROCLAMATION

WHEREAS, treatment and recovery improve the community's welfare and provide a renewed outlook on life for those who struggle with substance use disorders and their family and friends; and

WHEREAS, 23.2 million people aged 12 or older in the United States needed treatment for a substance use disorder in 2007, and 5.4 million adults also suffered from a concurrent mental illness; and

WHEREAS, studies have indicated that 8.9 percent of people who made an effort to get treatment, but did not receive it, were concerned that receiving treatment might cause neighbors or community members to have negative opinions of them. However, most say they would not have a negative opinion of a relative or friend in recovery from an addiction; and

WHEREAS, resources exist online and in our community to increase people's awareness about how substance use disorders affect children, families, and our society; and

WHEREAS, such education is essential to overcoming misconceptions and achieving long-term recovery; and

*WHEREAS, to help achieve this goal, the U.S. Department of Health and Human Services, the Substance Abuse and Mental Health Services Administration, the White House Office of National Drug Control Policy, invite all residents of the City of Lafayette to participate in the 20th anniversary of **National Alcohol and Drug Addiction Recovery Month**; and*

NOW, THEREFORE, I, Don Tatzin, Mayor, on behalf of the Lafayette City Council do hereby proclaim the month of September 2009 as

National Alcohol and Drug Addiction Recovery Month

*in the City of Lafayette and call upon the residents to observe this month with appropriate programs, activities, and ceremonies supporting this year's theme, **"Join the Voices for Recovery: Together We Learn, Together We Heal."***

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the City Seal this 27th day of July, 2009.

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Don Tatzin, Mayor

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